FIG.1A
PRIOR ART

```
< HTML > < HEAD > < TITLE > Web Page Title
< / TITLE > < / HEAD >


< BODY >
< H1 > This is a Heading < / H1 >


< UL > This is a list of bulleted items
< LI > First bulleted item
< LI > Second bulleted item
< LI > Third bulleted item
< / UL >


< / BODY >
< / HTML >
```

FIG.1B
PRIOR ART

Web Page Title

This is a Heading 10

This is a list of bulleted items
- First bulleted item
- Second bulleted item
- Third bulleted item

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FIG.2
PRIOR ART

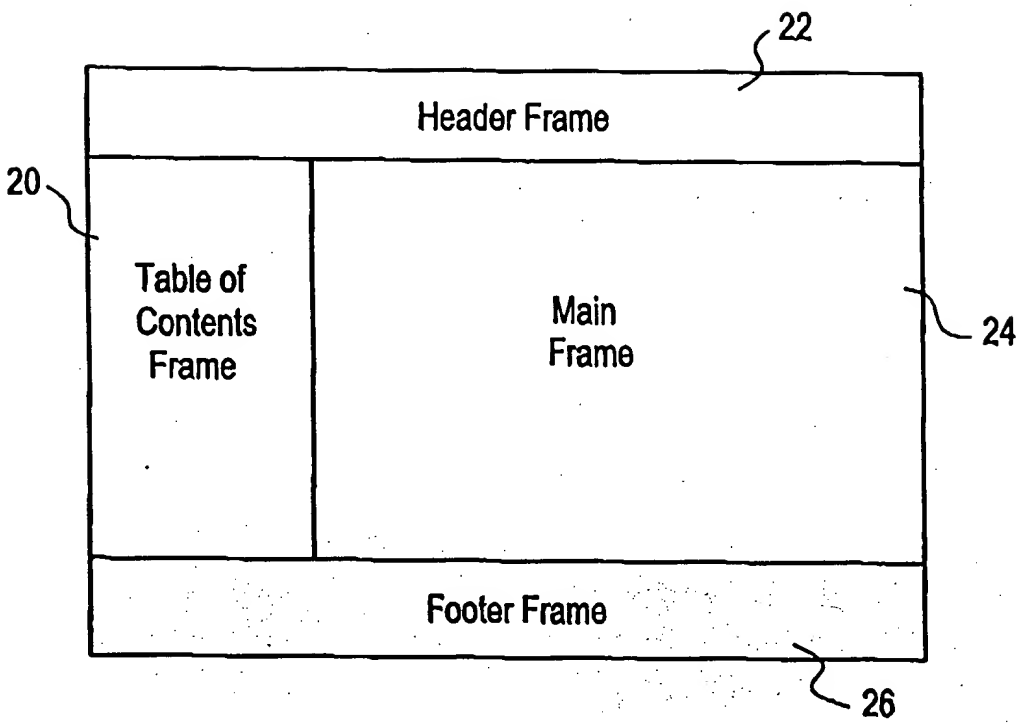


FIG.3

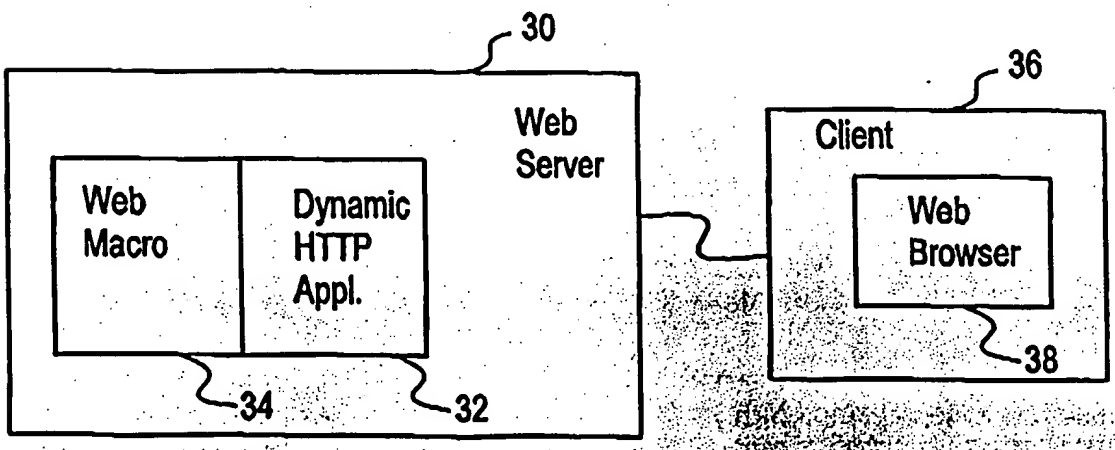
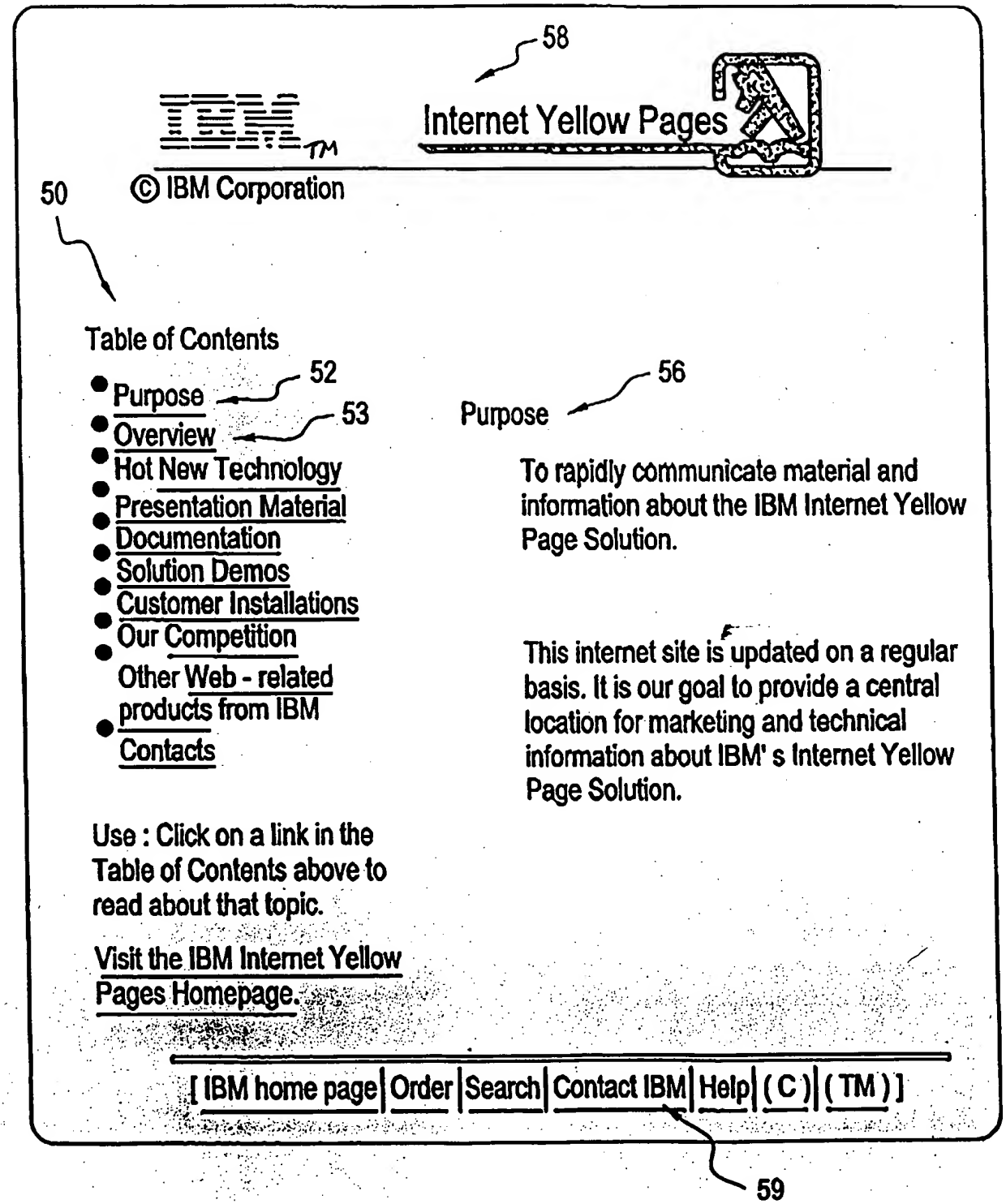


FIG.4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Purpose
To rapidly communicate material and information about the IBM Internet Yellow Page Solution.
This internet site is updated on a regular basis. It is our goal to provide a central location for marketing and technical information about IBM' s Internet Yellow Page Solution.
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FIG.5

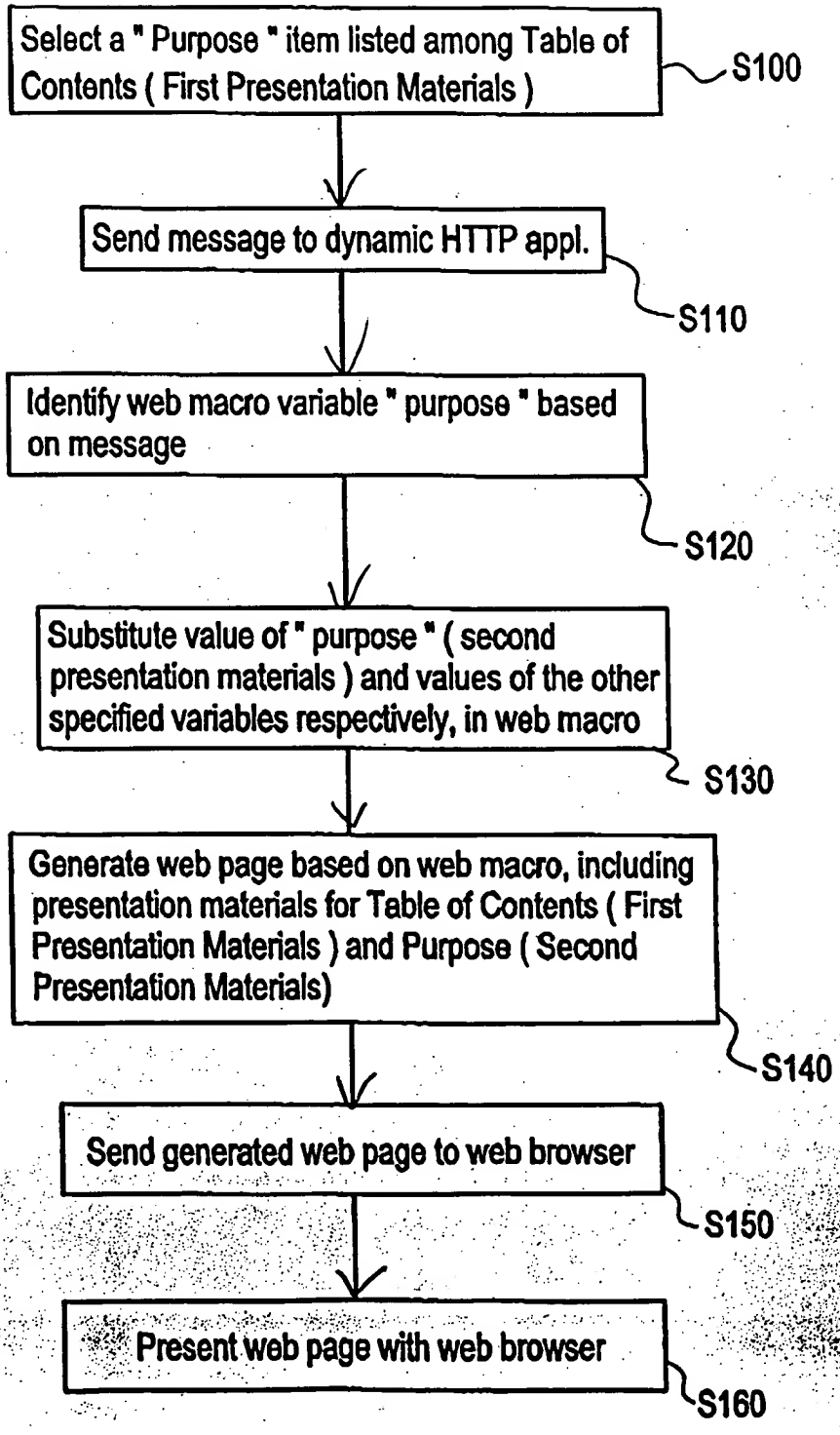
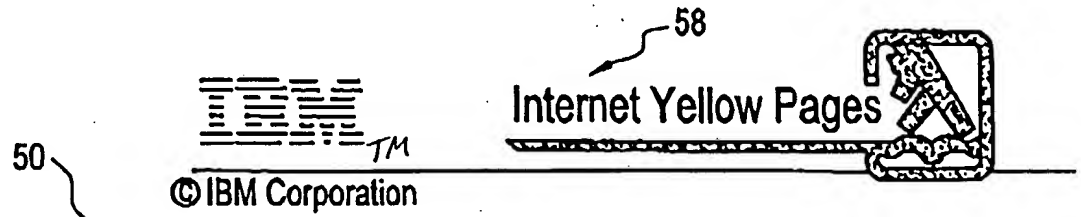

Select a " Purpose " item listed among Table of Contents (First Presentation Materials)
S100
Send message to dynamic HTTP appl.
S110
Identify web macro variable " purpose " based on message
S120
Substitute value of " purpose " (second presentation materials) and values of the other specified variables respectively, in web macro
S130
Generate web page based on web macro, including presentation materials for Table of Contents (First Presentation Materials) and Purpose (Second Presentation Materials)
S140
Send generated web page to web browser
S150
Present web page with web browser
S160

FIG.6



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Visit the IBM Internet Yellow Pages Homepage.

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Overview

IBM' s Internet Yellow Page Solution is a collection of IBM software and hardware products. These " off-the-shelf " products were integrated with custom software to create a solution targeted at the needs of the telecommunication industry. This generic solution can be customized by IBM or customers to meet exact requirements.

Working closely with the telecommunications industry, IBM has developed an Electronic Yellow Page Solution which offers many advanced features over today' s paper version. This rich set of function makes it second nature for consumers to " Let their fingers do the walking " .

Using IBM' s award-winning database, DB2, with DB2 Extenders and DB2 World Wide Web Connection, IBM is able to deliver the power and flexibility of a multimedia database to the Internet.

Maintaining and managing large - scale internet sites is a major undertaking. Many tasks must be faced on a daily basis. Handling thousands of files in hundreds of directories is one such task. IBM' s Internet Yellow Pages uses DB2 to manage the data which most internet sites maintain in flat files. We provide administration and reporting tools to manage the data in your DB2 database.

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FIG.7

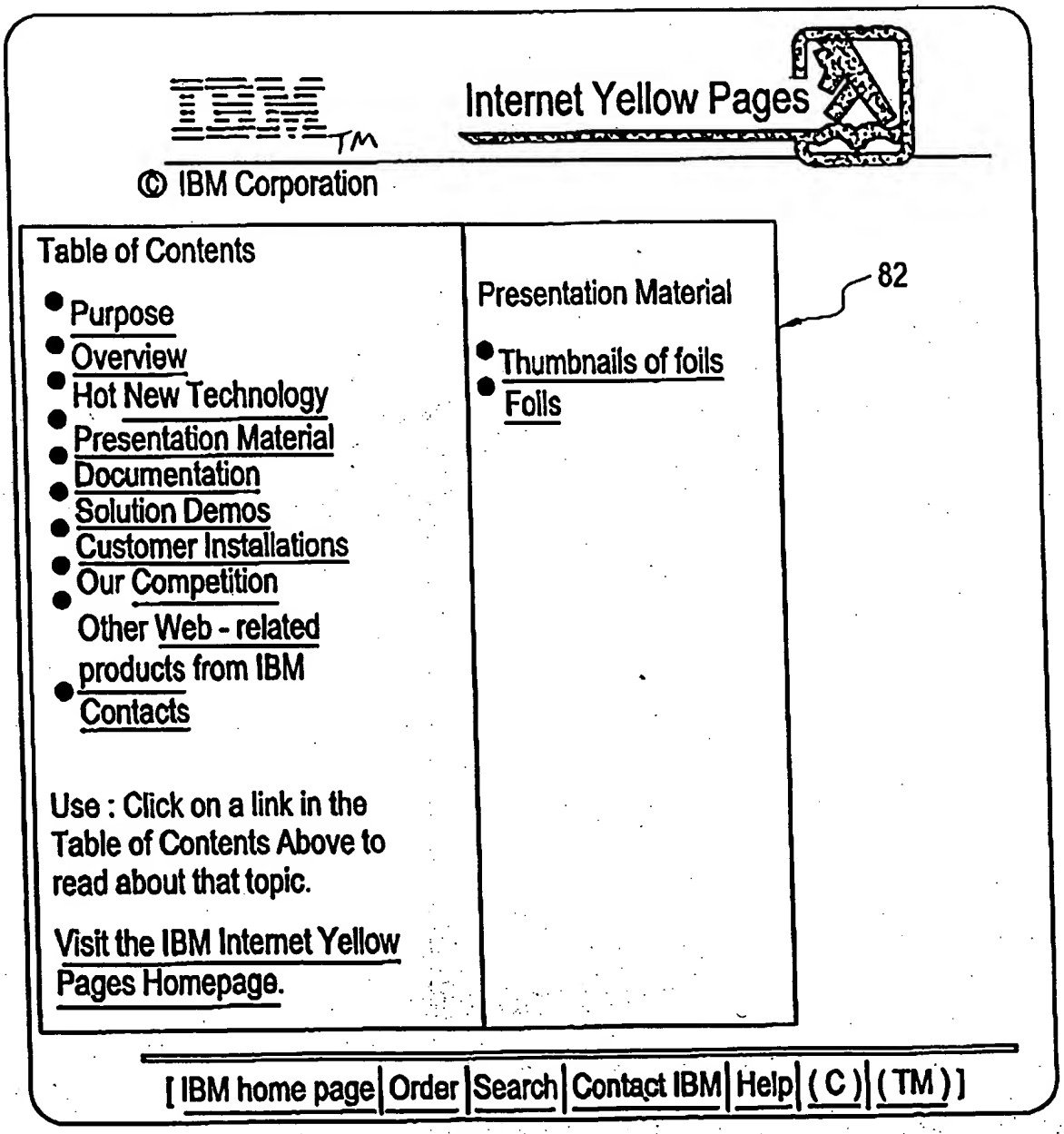
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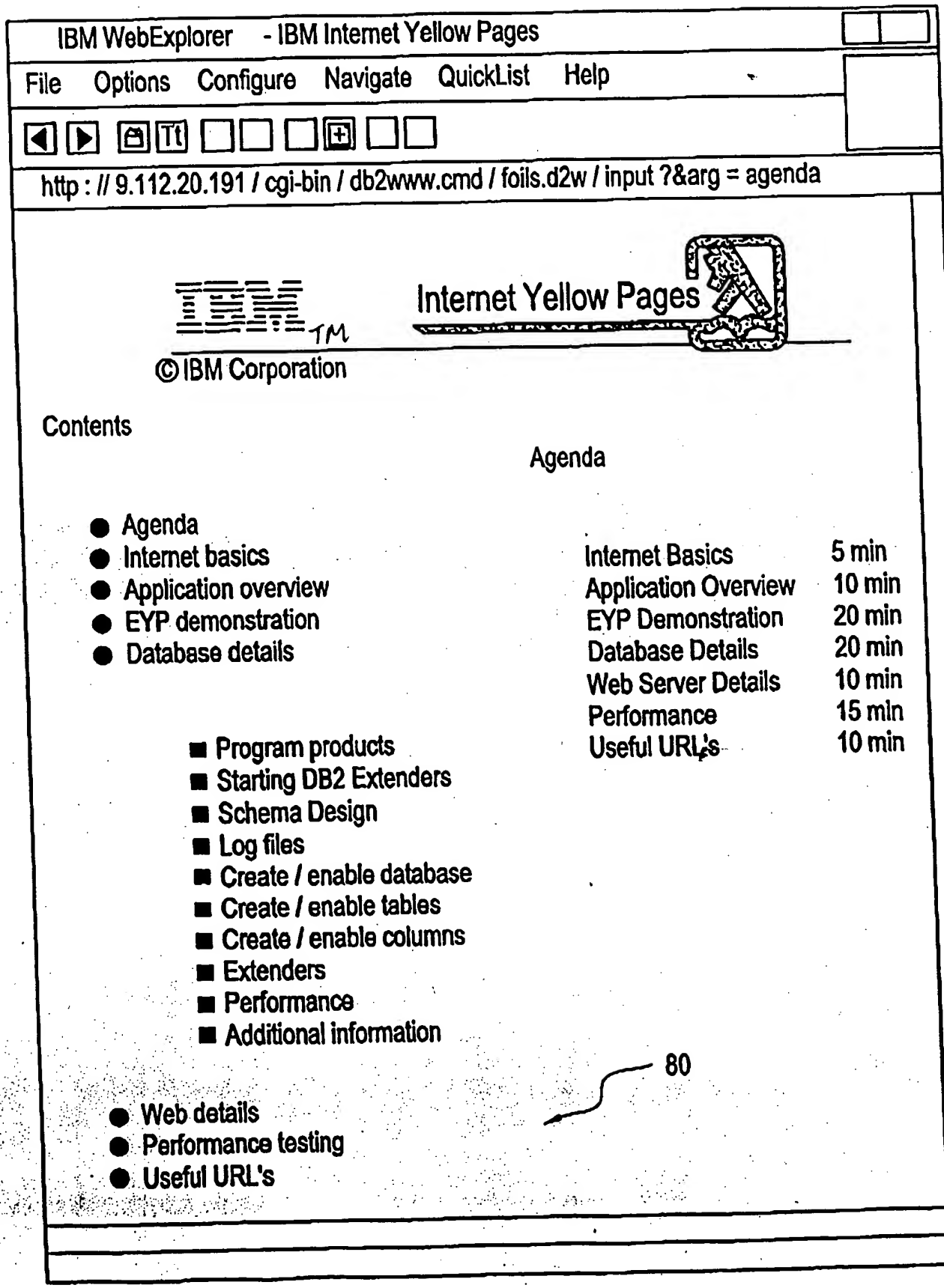
FIG.8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